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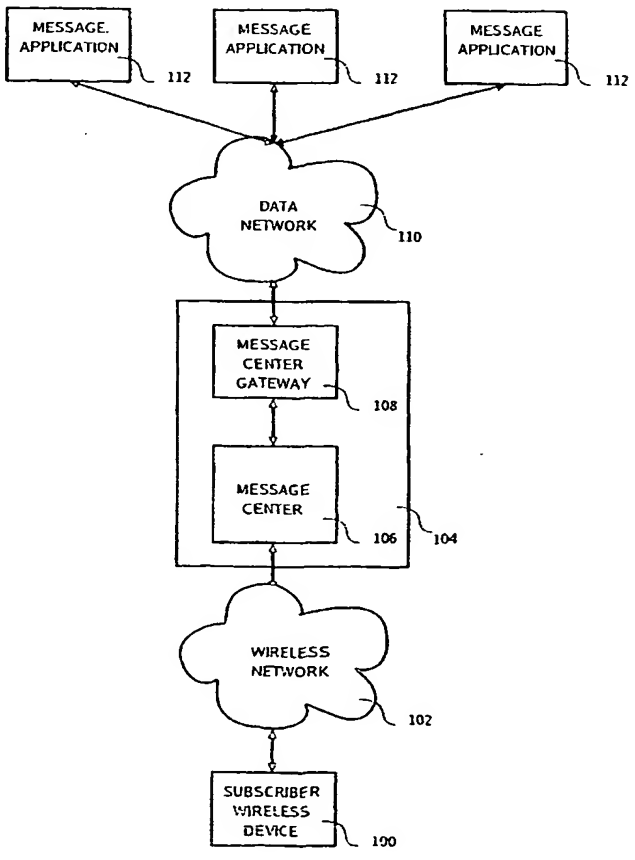
(54) Title: WIRELESS MESSAGING ADDRESS SYSTEM AND NETHOD



(57) Abstract: Service Access Codes (SACs) are special codes that are part of the standard North American Numbering Plan (NANP). Presented herein is a solution for which these special SACs can be used as addresses to wireless data and messaging applications without precluding their traditional use for voice calls. Accordingly, provided herein is an exemplary messaging address system and method for facilitating interaction between mobile subscribers and message-based applications. The system comprises: a communications network; and a message center system coupled to said communications network. The message center system comprises a processor configured to: associate destination addresses with corresponding data network addresses; said destination addresses formatted in accordance with a standard non-geographic numbering and administration plan, receive a mobile-originated message generated by a subscriber wireless device; said mobile-originated message including a destination address, translate said mobile-originated message's destination address into its corresponding data network address, and send said mobile-originated message to said corresponding data network address for receipt by a message-based application. In one embodiment of the invention, the destination address is formatted in accordance with the Numbering Plan (NANP) service access code (SAC) format.

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